

Please **AMEND** the Application as follows:

**CLAIM AMENDMENTS: Clean Version**

Please **SUBSTITUTE** the following claim 3 for the pending claim of the same number:

*A1* ~~3.~~ (AMENDED) A method according to claim 2, wherein the retrieving step is ~~performed~~ *completed* after the step of calculating the initial purchase total. *before*

Please **CANCEL** claims 16 – 31 and claims 33 – 56. Applicants intend to pursue these claims in divisional and/or continuation applications.

Please **ADD** the following new claims:

*A2* ~~37.~~ (NEW) The method of claim 32, further comprising:  
retrieving the first and second prices from a database.

58. (NEW) The method of claim 32, wherein the method is performed by a point-of-sale terminal.

59. (NEW) The method of claim 58, wherein the method is performed by a point-of-sale terminal in a grocery store.

60. (NEW) The method of claim 32, further comprising:  
applying the reduced purchase total as a final purchase total for the transaction.

61. (NEW) The method of claim 32, wherein the method is performed by a computer in response to a purchase by a remote customer of a web site.

62. (NEW) The method of claim 61, further comprising:  
causing the reduced purchase total to be displayed to the customer.

*112-2* 63. (NEW) The method of claim 32, wherein the predetermined threshold purchase total comprises a range of values and the step of determining whether the initial purchase total is at least equal to a predetermined threshold total comprises determining whether the initial purchase total is within the range of values.

64. (NEW) The method of claim 32, wherein the predetermined threshold purchase total comprises at least one of (i) a purchase total of a single transaction, (ii) a purchase total of a plurality of transactions, and (iii) an average purchase total of a plurality of transactions.

65. (NEW) The method of claim 32, wherein at least one of the plurality of product identifiers corresponds to at least two pricing tiers, wherein the first price is associated with a first pricing tier and the second price is associated with a second pricing tier.

66. (NEW) The method of claim 65, wherein the first pricing tier is associated with a first predetermined threshold purchase total and the second pricing tier is associated with a second predetermined threshold purchase total.

67. (NEW) The method of claim 32, further comprising:  
determining an amount that is a difference between the initial purchase total and the predetermined threshold total.

68. (NEW) The method of claim 67, further comprising:  
determining at least one of the respective second prices of at least one of the products to be purchased based on the difference.

69. (NEW) The method of claim 32 wherein at least one of the respective second prices of at least one of the products to be purchased is determined based on purchasing history data associated with a customer that is associated with the transaction.

70. (NEW) The method of claim 32 wherein the predetermined threshold purchase total is selected based on purchasing history data associated with a customer that is associated with the transaction.

71. (NEW) The method of claim 32 wherein at least one of the predetermined threshold purchase total and the respective second prices is selected based on a customer identifier of a customer that is associated with the transaction.